

The Ida Institute: Advancing person-centered hearing care

The Ida Institute helps professionals to deliver person-centered hearing care, universities to teach it, and patients to experience it. But who are they and how did they become a global powerhouse in person-centered hearing care?

North of Copenhagen on Denmark's east coast lies the Ida Institute; a non-profit organization committed to improving the lives of people with hearing loss.

Founded 12 years ago with a grant from the William Demant Foundation, the institute was a pioneer in advocating for — and facilitating — person-centered care (PCC) in hearing healthcare. Person-centered care is treatment that's designed around the individual. It respects their preferences, involves family, and includes shared decision-making and goal setting.



Today, the Ida institute is known globally as an authority on PCC and has a community of more than 16,000 hearing care professionals and partnerships with some of the world's leading patient and professional organizations in hearing care as well as many universities.

Tools to help deliver person-centered care

The Ida Institute offers free tools and resources to help people with hearing loss manage daily life and enable hearing care professionals to provide counseling using person-centered principles. The tools help professionals to better understand, motivate, and communicate with their clients and engage them in their own treatment. Based on a holistic approach to care, they give a stronger voice to people with hearing loss throughout their treatments.

“Person-centered care considers the relation between the patient and their health care professional as a partnership, where the patient contributes actively in defining their needs and treatment objectives,” explains Lise Lotte Bundesen, Managing Director of the Ida Institute. “Our tools and materials help professionals implement PCC in their practice and empower patients to play an active role in their own care.”

Collaborative, user-driven approach

The institute's approach to innovation is inspired by design thinking. All tools and resources are created through collaborative innovation processes and workshops involving people with hearing loss, clinicians, academics, and other experts.

“Our identity is rooted in collaboration,” says Bundesen. “Our tools are developed by and for the people who use them. From ideation to creation and review, we draw on the skills and knowledge of diverse contributors who share our goal of improving hearing care through person-centered methods.”

The Ida Institute was the first to introduce ethnographic video in hearing care and offers a rich collection of ethnographic films that provide insights into the thoughts, actions, and reactions of hearing care professionals, people with hearing loss, and their communication partners. The

videos inform the institute's innovation processes and are widely used for educational purposes around the world to train students and professionals in delivering person-centered care.

"Often, there's a difference between what people say or think they do and what they actually do," says Bundesen. "Sometimes it takes watching yourself or your fellow clinicians on video to understand where there is room for improvement. The videos work like a mirror that allows professionals to reflect upon their own practice."

Educational resources and online learning

To help hearing care professionals develop their person-centered skills, the institute provides online learning for students, professionals, and academics of all levels through the Ida Learning Hall. The Learning Hall has a range of bite-sized courses on person-centered care that allow learners to earn CEUs/CPDs. Courses range from Getting Started with PCC and Applying PCC in the Appointment, to Tinnitus Management and Tele-audiology.

Through the University Course, the institute also provides educators with lesson plans, handouts, and videos to make teaching person-centered care and Ida tools easy and the learning enjoyable.

All tools and resources from the [Ida Institute](#) are available for free on their website.

Highlights of the institute's tools include:

Counseling for adults

- Motivation Tools - open a dialogue with your clients to better understand their needs and uncover their motivation for improving their hearing
- Communication Partners - help clients improve their communication in daily life by establishing common goals with family and friends
- My Hearing Explained – use the tool to explain hearing test results in a practical way that is easy for clients to understand and explain to others

Counseling for children

- Telecare for Teens and Tweens - help clients prepare for appointments by extending your care through online support and counseling
- My World - help children manage their hearing loss by learning about their personal experience in their own words
- Growing Up with Hearing Loss – videos, quizzes, and recommendations to help families navigate different transitions from infancy to high school and beyond.

Patient tools

- Ida Telecare – help people with hearing loss prepare for appointments and manage hearing loss in daily life
- Managing Hearing Loss at Work – resources for people with hearing loss to make their workplaces more hearing loss friendly
- Tinnitus Kit – provide patients with information about tinnitus and how it affects them